

LEO BURNETT U.S.A.

Ad No. 540—Radio Announcer—Test Prints—Rep. No. 9020—1 page—4-color black—Fig. 4 (1974)—National Magazine, 1974

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Parliament. The recessed filter cigarette.

It works like a cigarette holder works.



1. Lennox Kleinfeld had the most distinctive delivery of any announcer in the 1920's; he always spoke with a cigarette holder in his mouth. It gave him cleaner taste.



2. No need for a cigarette holder today. Parliament's filter is recessed away from your nose. So you taste only rich, clean tobacco flavor. Parliament's taste will never give you any static.



TIME/TIME INC. 1974
1221 Avenue of the Americas,
New York, NY 10020

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous To Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/ffkn0003

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